Pub Catchment Report - NE 3 1HD

| Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	7	12	515
Catchment Adults 18+	5,599	18,697	586,349
Catchment Adults 18+ Per Pub	800	1,558	1,139
Populaton Projection 2018 to 2028 (% change)	2.33%	3.72%	3.92%

10 Minute Walktime

Rank	Type	Target Customers	% of Population	Index
1	Great Pub Great Food	4,496	80.3	155
2	High Street Pub	3,934	70.3	151
3	Premium Local	3,810	68.0	108
4	Bit of Style	3,391	60.6	468
5	Community Pub	2,799	50.0	124
6	Craft Led	1,576	28.1	105
7	Circuit Bar	149	2.7	26

20 Minute Walktime

Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	13,826	73.9	143
2	Great Pub Great Food	12,076	64.6	139
3	Premium Local	11,601	62.0	98
4	Bit of Style	9,451	50.5	391
5	Community Pub	8,939	47.8	118
6	Craft Led	4,551	24.3	91
7	Circuit Bar	2,669	14.3	139

20 Minute Drivetime

Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	492,463	84.0	162
2	Community Pub	410,364	70.0	150
3	Premium Local	202,741	34.6	55
4	Bit of Style	145,177	24.8	191
5	Circuit Bar	124,107	21.2	52
6	Great Pub Great Food	123,154	21.0	78
7	Craft Led	94,542	16.1	157

Pub Catchment Report - NE 3 1HD

Social Grade	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
AB	1,407	25.1	284	3,720	19.9	225	43,671	7.4	84
C1	613	10.9	89	2,316	12.4	101	77,701	13.3	108
C2	142	2.5	31	674	3.6	44	45,687	7.8	94
DE	210	3.8	36	915	4.9	48	72,390	12.3	120

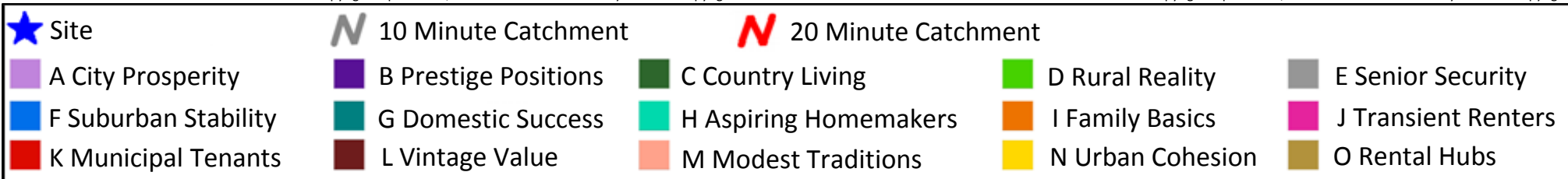| Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,023	18.3	55	4,629	24.8	75	324,993	55.4	167
Medium (7-13)	1,942	34.7	105	6,245	33.4	101	158,248	27.0	81
High (14-19)	2,362	42.2	148	6,457	34.5	121	56,525	9.6	34

Catchment Mosaic Groups

Mosaic Groups in 10 and 20 Minute WT Catchment Areas	Mosaic Groups in 10 and 20 Minute DT Catchment Area
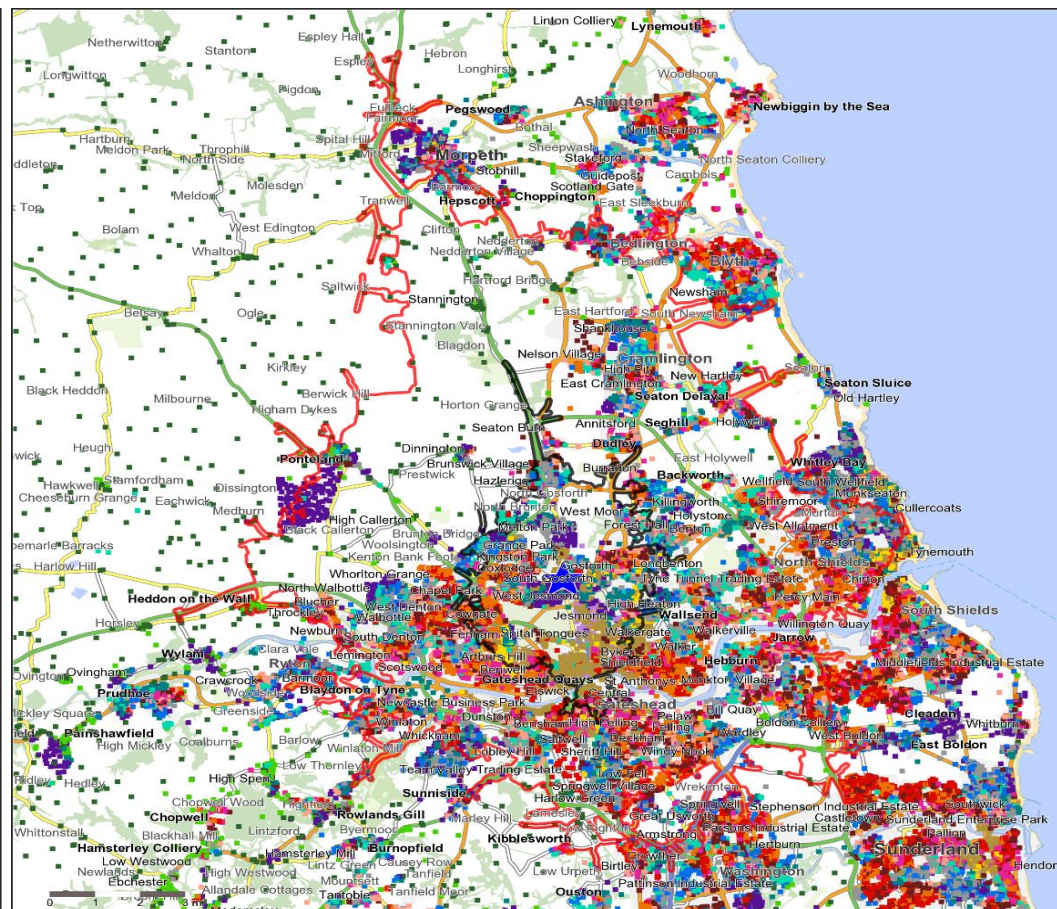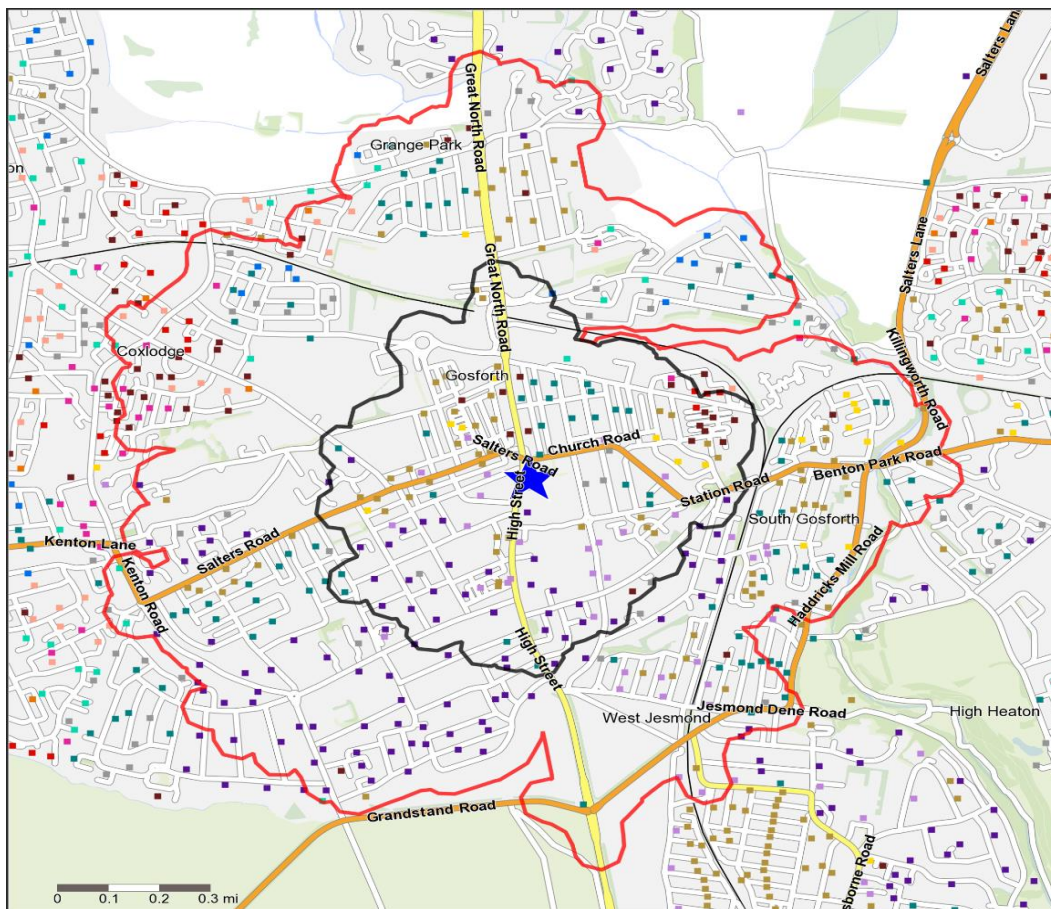
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★ Site   N 10 Minute Catchment   N 20 Minute Catchment

A City Prosperity	B Prestige Positions	C Country Living	D Rural Reality	E Senior Security
F Suburban Stability	G Domestic Success	H Aspiring Homemakers	I Family Basics	J Transient Renters
K Municipal Tenants	L Vintage Value	M Modest Traditions	N Urban Cohesion	O Rental Hubs

Adults 18+ by Mosaic Type in Each Catchment

Mosaic Type Profile		10 Minute WT Catchment Adults 18+	20 Minute WT Catchment Adults 18+	10 Minute DT Catchment Adults 18+	20 Minute DT Catchment Adults 18+
A01	World-Class Wealth	33	39	189	189
A02	Uptown Elite	675	1,316	3,392	3,507
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	2	2	163	163
B05	Premium Fortunes	739	1,979	4,029	5,462
B06	Diamond Days	155	571	1,597	5,229
B07	Alpha Families	36	132	865	2,493
B08	Bank of Mum and Dad	12	435	930	2,960
B09	Empty-Nest Adventure	0	27	712	7,898
C10	Wealthy Landowners	0	0	35	1,602
C11	Rural Vogue	0	0	7	527
C12	Scattered Homesteads	0	0	3	189
C13	Village Retirement	0	0	1	881
D14	Satellite Settlers	0	0	0	1,180
D15	Local Focus	0	0	0	464
D16	Outlying Seniors	0	0	0	914
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	252	740	4,413	8,908
E19	Bungalow Heaven	0	101	2,221	15,204
E20	Classic Grandparents	12	283	1,457	19,892
E21	Solo Retirees	5	137	1,574	9,899
F22	Boomerang Boarders	0	264	2,774	15,665
F23	Family Ties	0	50	562	4,481
F24	Fledgling Free	0	0	204	9,155
F25	Dependable Me	9	158	1,580	11,476
G26	Cafés and Catchments	791	2,108	5,437	6,548
G27	Thriving Independence	349	1,610	5,174	9,376
G28	Modern Parents	0	0	1,122	9,146
G29	Mid-Career Convention	0	0	373	6,874
H30	Primary Ambitions	0	72	1,181	5,381
H31	Affordable Fringe	0	6	673	12,359
H32	First-Rung Futures	8	291	2,350	17,875
H33	Contemporary Starts	0	0	2,078	9,490
H34	New Foundations	0	28	2,236	3,966
H35	Flying Solo	4	21	369	1,009

Mosaic Type Profile		10 Minute WT Catchment Adults 18+	20 Minute WT Catchment Adults 18+	10 Minute DT Catchment Adults 18+	20 Minute DT Catchment Adults 18+
I36	Solid Economy	0	62	637	1,769
I37	Budget Generations	0	27	798	10,822
I38	Economical Families	0	3	1,874	10,390
I39	Families on a Budget	0	0	5,904	36,754
J40	Value Rentals	69	150	1,185	15,164
J41	Youthful Endeavours	0	23	1,129	5,447
J42	Midlife Renters	5	268	2,316	9,951
J43	Renting Rooms	0	7	3,048	19,913
K44	Inner City Stalwarts	0	0	311	432
K45	City Diversity	0	0	346	353
K46	High Rise Residents	0	0	2,460	7,531
K47	Single Essentials	104	424	3,991	19,169
K48	Mature Workers	11	12	1,611	24,284
L49	Flatlet Seniors	9	37	2,397	11,160
L50	Pocket Pensions	23	126	1,250	12,503
L51	Retirement Communities	357	639	1,370	3,771
L52	Estate Veterans	68	319	2,419	24,354
L53	Seasoned Survivors	24	265	2,322	15,261
M54	Down-to-Earth Owners	0	103	1,903	17,296
M55	Back with the Folks	17	203	3,463	12,343
M56	Self Supporters	0	35	2,104	17,971
N57	Community Elders	0	0	694	1,412
N58	Culture & Comfort	0	0	568	1,228
N59	Large Family Living	0	0	1,235	2,379
N60	Ageing Access	346	785	3,478	6,623
O61	Career Builders	1,452	2,774	5,135	7,461
O62	Central Pulse	0	590	7,442	11,634
O63	Flexible Workforce	0	0	1,551	2,202
O64	Bus-Route Renters	25	841	3,190	18,123
O65	Learners & Earners	8	252	11,337	16,659
O66	Student Scene	0	198	17,954	18,533
U99	Unclassified	0	182	11,943	13,093
Total		**5,600**	**18,695**	**155,066**	**586,347**

Top 3 Mosaic Types in a 20 Minute Walktime	Top 3 Mosaic Types in a 20 Minute Drivetime

1. O61 Career Builders

Professional singles and couples in their 20s and 30s progressing in their field of work from commutable properties

- Most aged 26-35
- Singles and cohabiting couples
- Good incomes from career jobs
- Rent /own nice apartments
- Pleasant neighbourhoods
- High use of email

2. G26 Cafés and Catchments

Affluent families with growing children living in upmarket housing in city environs

- Professional couples with kids
- Good income
- Pleasant family homes
- Attractive city suburbs
- Proximity to jobs and entertainment
- Most likely to have children 12-17

3. B05 Premium Fortunes

Asset-rich families with substantial income, established in distinctive, expansive homes in wealthy enclaves

- Extensive detached homes
- Substantial income
- Teenage kids & students
- Portfolio of investments
- Directors and senior managers
- High mobile phone spend

1. I39 Families on a Budget

Families with children in low value social houses making limited resources go a long way

- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

2. L52 Estate Veterans

Longstanding elderly renters of social homes who have seen neighbours change to a mix of owners and renters

- Average age 75
- Often living alone
- Long term social renters of current home
- Living on estates with some deprivation
- Low income
- Can get left behind by technology

3. K48 Mature Workers

Older social renters settled in low value homes who are experienced at budgeting

- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
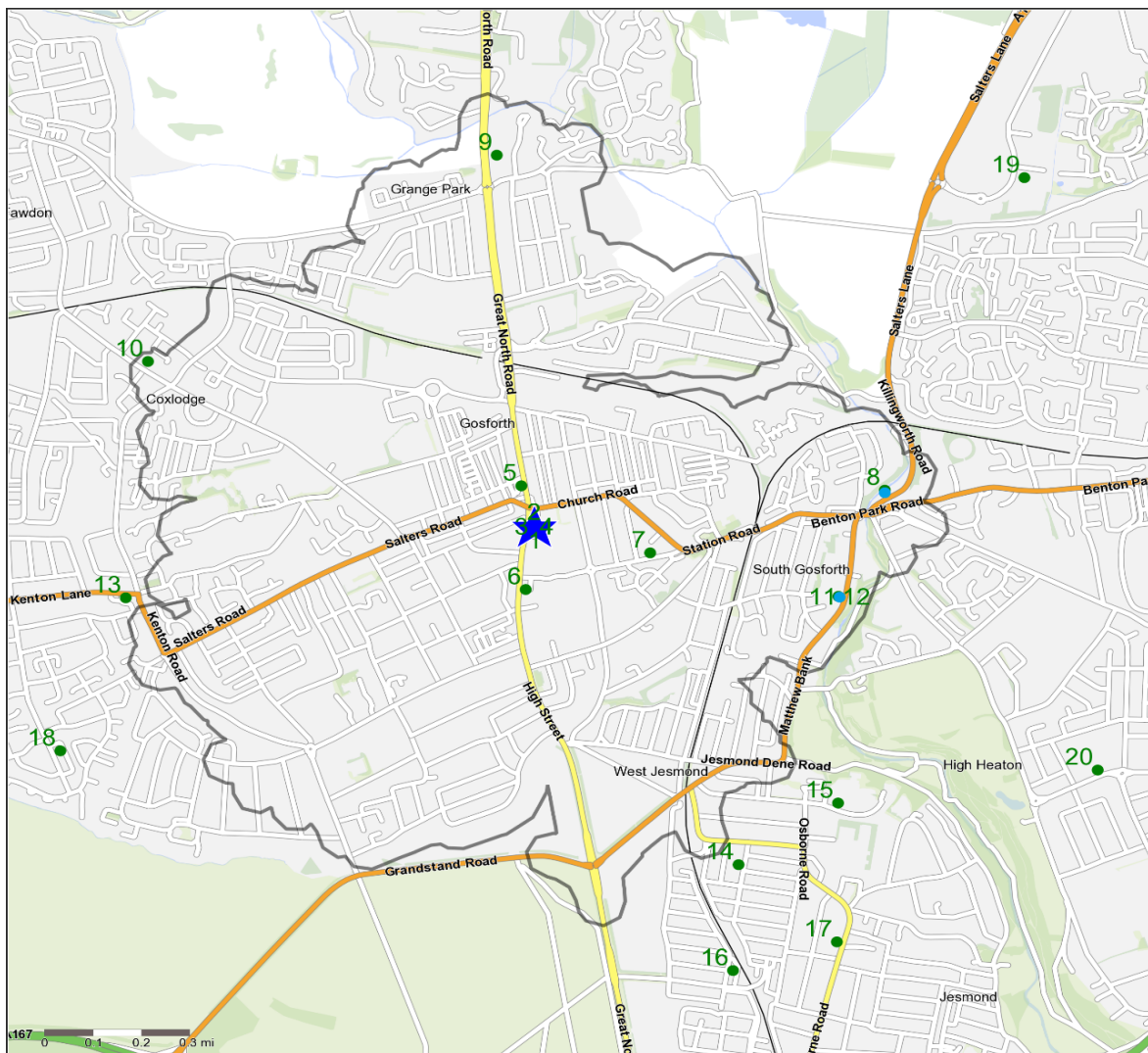- Areas with low levels of employment
- 2 or 3 bedrooms

Full visualisation of all types and groups are available in Segmentation Portal: www.segmentationportal.com. If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: EMSUKHelpdesk@experian.com | 0115 968 5099

Pubs & Leisure: Attitudinal Profiles

	20 Minute Walktime								
	High			Medium			Low		
Activity Group Structure	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Female: Alone, Pair or Group	5,919	31.7	105	3,010	16.1	98	9,586	51.3	98
Male: Alone	3,808	20.4	68	6,472	34.6	222	8,234	44.0	83
Male: Group	6,628	35.4	155	2,113	11.3	43	9,774	52.3	105
Male: Pair	6,121	32.7	126	926	5.0	32	11,468	61.3	107
Mixed Sex: Group	3,938	21.1	92	2,219	11.9	37	12,358	66.1	151
Mixed Sex: Pair	3,417	18.3	78	6,685	35.8	110	8,412	45.0	105
With Children	3,311	17.7	61	817	4.4	26	14,387	76.9	145
Unknown	2,652	14.2	43	4,710	25.2	140	11,152	59.6	124
For Eating:									
Upmarket	8,630	46.2	151	4,022	21.5	103	5,863	31.4	66
Midmarket	9,452	50.6	147	1,424	7.6	84	7,639	40.9	74
Downmarket	2,473	13.2	60	3,223	17.2	49	12,819	68.6	165
For Drinking (monthly spend):									
Nothing	2,730	14.6	48	4,963	26.5	112	10,821	57.9	129
Low (less than £10)	6,147	32.9	110	1,788	9.6	41	10,580	56.6	125
Medium (Between £10 and £40)	8,970	48.0	157	3,893	20.8	117	5,652	30.2	60
High (Greater than £40)	8,945	47.8	185	5,126	27.4	134	4,444	23.8	45

Pubs & Leisure: Attitudinal Profiles

Activity Group Structure	20 Minute Drivetime								
	High			Medium			Low		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Female: Alone, Pair or Group	203,461	34.7	115	56,624	9.7	59	313,172	53.4	103
Male: Alone	189,425	32.3	108	133,515	22.8	146	250,316	42.7	80
Male: Group	159,757	27.2	119	182,484	31.1	119	231,015	39.4	79
Male: Pair	194,846	33.2	127	108,328	18.5	121	270,083	46.1	80
Mixed Sex: Group	182,608	31.1	136	113,699	19.4	61	276,949	47.2	108
Mixed Sex: Pair	170,622	29.1	124	192,437	32.8	101	210,197	35.8	84
With Children	180,695	30.8	107	95,917	16.4	97	296,645	50.6	96
Unknown	146,584	25.0	76	93,097	15.9	89	333,576	56.9	119

For Eating:

	High			Medium			Low		
Upmarket	172,937	29.5	96	112,136	19.1	92	288,184	49.1	104
Midmarket	227,357	38.8	113	48,649	8.3	92	297,251	50.7	92
Downmarket	206,861	35.3	159	214,237	36.5	105	152,158	26.0	62

For Drinking (monthly spend):

	High			Medium			Low		
Nothing	166,846	28.5	94	170,722	29.1	123	235,689	40.2	90
Low (less than £10)	132,210	22.5	76	113,108	19.3	82	327,938	55.9	123
Medium (Between £10 and £40)	165,059	28.2	92	77,944	13.3	75	330,254	56.3	112
High (Greater than £40)	131,213	22.4	86	121,996	20.8	101	320,047	54.6	104

Competitor Map and Report

Competitor Map

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★ Site ⬤ Star Pubs ⬤ Pubs N Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Barca, NE 3 1HD	Ei Group	0.0	0.1
2	Blacksmiths Arms, NE 3 1HD	Ei Group	0.0	0.1
3	Brandling Arms, NE 3 1HD	Mitchells & Butlers	0.0	0.1
4	Queen Victoria, NE 3 1HD	Star Pubs & Bars	0.0	0.1
5	Gosforth Hotel, NE 3 1HQ	Stonegate Pub Company	3.0	0.8
6	County, NE 3 1HB	Greene King	3.6	0.7
7	Job Bulman, NE 3 1AJ	Wetherspoon	8.2	2.1
8	Victory, NE 3 1SY	Star Pubs & Bars	17.8	3.6
9	Three Mile Inn, NE 3 2DS	Malhotra Group	17.8	4.8
10	Jubilee, NE 3 3PN	Greene King	19.6	3.8
11	Brandling Villa, NE 3 1QL	Star Pubs & Bars	19.6	4.1
12	Millstone Hotel, NE 3 1QL	Independent Free	19.6	4.1
13	Duke Of Wellington, NE 3 3BQ	Greene King	21.7	4.6
14	Lonsdale Hotel, NE 2 3HQ	Greene King	22.9	5.2
15	Towers, NE 2 2HL	Independent Free	24.7	6.4
16	Bistro Forty Six, NE 2 3DH	Independent Free	27.5	5.5
17	97 & Social, NE 2 2TJ	Cairn Hotel Group	29.0	6.6
18	Peacock, NE 3 4TS	Star Pubs & Bars	31.1	7.2
19	Boutique Bar And Tipi, NE12 8EG	Independent Free	34.7	6.2
20	Dean & Daniela, NE 7 7HP	Independent Free	35.0	6.7